

90.5 WUSC-FM

WUSC-FM is USC's non-commercial, educational, free-format radio station on the frequency 90.5-FM. The station transmits at 2500 watts with a range of approximately 30 miles and serves an international audience with its webcast at wusc.sc.edu. WUSC has been providing diverse and unique programming to the Columbia area since 1947.

WUSC is one of only a handful of free-format radio stations in the country. Free-format radio programming allows the DJs to determine the content of their shows by choosing music from WUSC's extensive and diverse music library. WUSC offers a concert calendar, ticket giveaways, community news, remote broadcasts, a station web page and more. Through underwriting, local businesses have the opportunity to be recognized for supporting quality programming. We can customize a schedule just for you! For more information, call the Public Affairs Director at 803-777-7172, or visit wusc.sc.edu.

Pricing Info	Semester		Academic Year	
	One Hour (24 Spots)	\$260	One Hour (48 Spots)	\$470
	Two Hours (48 Spots)	\$415	Two Hours (96 Spots)	\$730
	Three Hours (72 Spots)	\$570	Three Hours (144 Spots)	\$980
	Each Additional Hour (24 Spots)	+\$150	Each Additional Hour (48 Spots)	+\$250



THE SUMMER DAILY GAMECOCK

Reach thousands of students, faculty and staff, as well as visitors to the campus with our weekly summer edition of The Daily Gamecock. With many students and their parents on campus for orientation (more than 10,000) and summer campus tours (more than 5000), advertising in the summer issues of The Daily Gamecock is an affordable and effective way to create a new client base with incoming students and renew your connections among returning students. The summer paper publishes every Wednesday during summer sessions with a circulation of 6000.

Pricing Info	Local: \$5.00	Spot color rates are \$50 per ad, regardless of size. Regular, full-color rates apply to the summer paper.
	Univ. Dept.: \$4.00	
	National: \$7.00	
	Student Org.: \$3.00	